

**UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW
YORK**

YIPIT, LLC d/b/a YipitData,

Plaintiff,

v.

**ZACHARY EMMETT,
ALEXANDER PINSKY,
VALENTIN RODUIT,
MICHAEL MARRALE; M
SCIENCE LLC, and JOHN DOES 1-10,**

Defendants.

Case No. 1:24-cv-07854

DECLARATION OF SANTE FAUSTINI

I, Sante Faustini, declare under the penalty of perjury pursuant to 28 U.S.C. §1746 that the below statements are true and correct to the best of my knowledge:

1. I am VP of Product Intelligence at M Science LLC (“M Science”). I have worked at M Science since January 2014 and have held my current position since 2023.

2. I submit this Declaration in support of M Science’s Opposition to Yipit’s Motion for a Preliminary Injunction.

3. I had no role or involvement in Mr. Emmett’s recruitment or onboarding at M Science.

4. I understand that as part of M Science’s investigation in this matter, M Science identified and produced to Yipit one Microsoft Teams chat that I participated in and one text message exchange between Alex Pinsky and me.

5. The Microsoft Teams chat is dated May 16, 2024. *See* DKT No. 92; Benninger Decl. Ex 2 at Yipit 327-29. In the chat, Alex Pinsky relayed some information about Yipit to me

and others that, apparently, Mr. Emmett had shared with Mr. Pinsky. I did not ask for any of that information.

6. In the chat, Mr. Pinsky first mentioned that Yipit does not sell [REDACTED] outside of regular pricing but has a generative AI product that is separate and costs more. He also mentioned that Yipit prices [REDACTED] higher than other tickers. *Id.* at Yipit 328. I did not find any of this vague information about how Yipit packages or prices some products to be competitively sensitive or useful. I also did not believe it to be confidential because Yipit routinely discloses how it packages and prices various products to prospects and clients, who routinely share that information with me and other M Science employees. Further, Yipit maintains a public website that lists various packages it offers and what is included in each package. *See* <https://coverage-summary.yipitdata.com> portions of which are attached hereto as Exhibit A. The website also lists products Yipit offers and the companies on which it provides research coverage. *Id.*

7. Mr. Pinsky then mentioned that Yipit was launching research coverage on [REDACTED] [REDACTED] that week and maybe would leverage data obtained from its affiliated [REDACTED] software renewal management platform to launch research on two companies in Q3. *See Id.* Again, I did not find this information to be confidential or competitively sensitive or useful at all. In fact, on May 13, 2024, three days before this chat, Yipit publicized its [REDACTED] [REDACTED] launch on its website. *See* [REDACTED], also attached as Exhibit B hereto. Further, Yipit publicly announced the launch of its [REDACTED] product long before the time of this chat. [REDACTED] was launched in 2023 and Yipit publicly discloses its affiliation with [REDACTED] and the fact that Yipit uses spend data of customers of publicly traded companies (and [REDACTED] customers) to write research reports on [the] public

companies. See [REDACTED] also attached as Exhibit C hereto. Further, Yipit's coverage webpage specifically lists [REDACTED] and references [REDACTED]. See <https://coverage-summary.yipitdata.com> portions of which are attached hereto as Exhibit A.

8. Mr. Pinsky then relayed that Yipit signed an extension with [REDACTED]. [REDACTED] I also did not consider this information to be confidential or competitively sensitive or useful. [REDACTED] is a widely used consumer rewards app. It is also a widely known data provider to alternative data companies like M Science and Yipit that offers to provide the consumer data it compiles through consumers' use of the app. [REDACTED] markets this data to alternative data companies. To my knowledge, [REDACTED] is not exclusive with any alternative data companies and research firms such as M Science, that wish to license [REDACTED] data can seek to contract with [REDACTED]. In fact, I was aware that M Science previously had a contract to receive data from [REDACTED] that M Science had terminated.

9. In addition, I believed prior to the time of this Teams chat that Yipit used data from [REDACTED]. As discussed above, M Science had a contract with [REDACTED]. During that time, I became familiar with [REDACTED] data. Yipit often publishes analyses regarding how various brands are performing on [REDACTED]. Based on my knowledge of [REDACTED] data, I already assumed that Yipit uses [REDACTED] data to publish those analyses.

10. Yipit also argues that Pinsky disclosed specific data sources underlying its consumer package and that "this is some of the most highly sensitive and confidential information in Yipit's business." See Dkt. 91; MOL in Support of Motion at 21. I presume Yipit is referencing Mr. Pinsky's unsolicited statement in the chat that "most the success their (sic) has come with this consumer package which is [REDACTED] data." See Dkt. No. 92; Benninger Decl. Ex 2 at Yipit 329. None of those sources are confidential. As discussed above, M Science is well aware of what [REDACTED] can provide and decided before this chat that it has no use for [REDACTED].

data. [REDACTED] is a data provider that provides anonymized email receipts from consumers. M Science licensed and used [REDACTED] until 2021, when Yipit acquired [REDACTED]. Yipit has openly promoted its use of [REDACTED] email receipt data, including on its website. *See e.g.* <https://www.yipitdata.com/resources/blog/top-five-uses-of-email-receipt-data-for-long-term-investors>, and attached as Exhibit D hereto. Further, Yipit's coverage website specifically lists Yipit's [REDACTED] package. *See* <https://coverage-summary.yipitdata.com> portions of which are attached hereto as Exhibit A. Finally, the fact that Yipit uses [REDACTED] data is not confidential. Yipit promotes its use of [REDACTED] data on the homepage of its website. <https://www.yipitdata.com>, and attached hereto as Exhibit E; and also on its coverage webpage <https://coverage-summary.yipitdata.com> portions of which are attached hereto as Exhibit A. Furthermore, M Science has been using de-identified [REDACTED] data in its research process for many years.

11. Later in the message, Mr. Marrale asked if any of the salespeople on the chat had learned of Yipit's [REDACTED] methodology. As I stated in my response, I did not. *See* Dkt. No. 92; Benninger Decl. Ex 2 at Yipit 328-29. Further, I did not understand Mr. Marrale to be asking anyone to obtain confidential information from Mr. Emmett. In fact, I had never communicated with Mr. Emmett at that time. Rather, M Science's employees, including myself, routinely hear high level information about Yipit's research methodologies from clients. As I noted in my response, Yipit "was not as outspoken about [REDACTED] as they are with other methodologies." *See id.* at Yipit 328.

12. The text exchange that M Science returned was a June 11, 2024 text in which Mr. Pinsky sent me a screenshot of a text that appeared to be from Mr. Emmett suggesting it was a good time to get in touch with a certain company. *See id.* at YIP 264-65. I did not ask for this information.

13. The identity of this company as one that may be in the market for alternative data research was well known to M Science. In fact, the company was a client of M Science from 2016 until December of 2023. I have had a relationship with the executives at the company since 2016.

14. In December of 2023, the company ceased using M Science's services and it is not currently a client of M Science.


15. I did not contact the company in response to the text message from Mr. Pinsky or otherwise use or disclose the text message or the information in it.

16. The text exchange and Teams chat discussed above have been deleted from my possession and I no longer have access to them or the information that was included in them. Accordingly, I cannot and will not disclose them or the information contained in them to any other party and cannot and will not use them or the information contained in them, other than as necessary to assist with this litigation.

17. Other than the information discussed above, to the best of my knowledge, I did not receive any other documents, files, or written or electronic communications of any kind containing information regarding Yipit's business or clients from Zachary Emmett, either directly or indirectly through others.

I declare under the penalty of perjury, under the laws of the United States of America, that the foregoing is true and correct to the best of my knowledge.

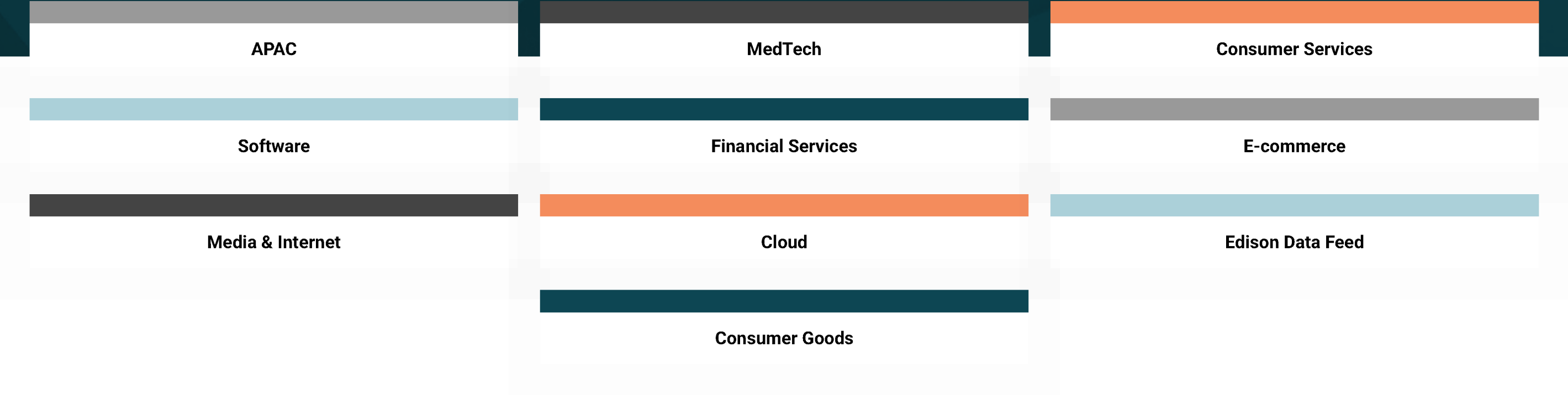
March 7
Dated: _____, 2025



Sante Faustini

EXHIBIT A

Coverage Summary



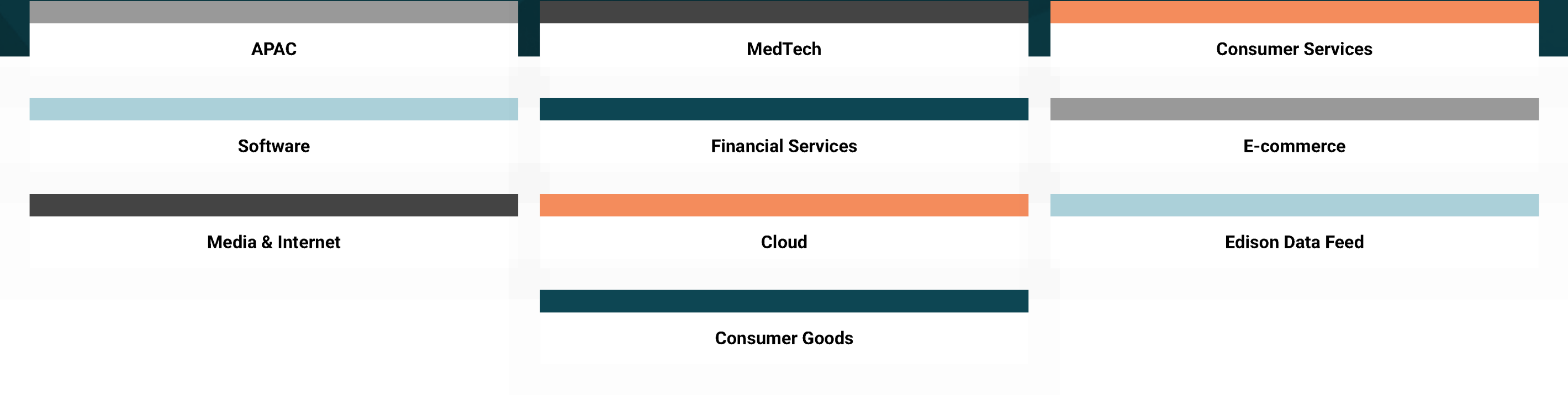
Our Products

Companies We Cover

Illinois Tool Works Inc	Li-Ning	Scotts Miracle-Gro Co	AMD	Abbott Laboratories	Abercrombie & Fitch Co	Activision Blizzard Inc	Adobe Inc.		
			ABT				ADBE		
Advance Auto Parts Inc	Affirm	Airbnb	Alibaba	Alphabet	Amazon Retail	Amazon Web Services (AWS)	Amer Sports	American Eagle Outfitters Inc	Apple
	AFRM	ABNB	BABA	GOOGL	AMZN				AAPL
Asahi Intecc Medical	AtriCure Inc	Auto Marketplaces		Auto Trader Group PLC	AutoZone Inc	Avis Budget Group Inc	AxoGen Inc	B&M European Value Retail SA	
	ATRC	AUTO.L, CARG							

<div> <div>Michelin Group</div> <div>PTON</div> </div>	<div> <div>Microsoft Azure</div> <div>BMBL, MTCH</div> </div>	<div> <div>Music Streaming</div> <div>SPOT</div> </div>	<div> <div>NVIDIA</div> <div>Case 1:24-cv-07851-JGK Document 137 Filed 03/07/25 Page 9 of 44</div> </div>	<div> <div>National Association of Realtors Existing Home Sales</div> <div>OPEN</div> </div>	<div> <div>O'Reilly Automotive Inc</div> <div>PINS</div> </div>	<div> <div>PDD Holdings Inc.</div> <div>PLNT</div> </div>	<div> <div>Paragon 28 Inc</div> <div>LYFT, UBER</div> </div>	<div> <div>Paramount Global</div> <div>W</div> </div>	<div> <div>PayPal</div> <div>PYPL</div> </div>
<div> <div>On Holding AG</div> <div>PTON</div> </div>	<div> <div>Online Dating</div> <div>BMBL, MTCH</div> </div>	<div> <div>Online Gambling</div> <div>CZR, DKNG, FLTR.L, GNOG, PENN, PBH.AX, RSI, WYNN</div> </div>	<div> <div>Opendoor</div> <div>OPEN</div> </div>	<div> <div>O'Reilly Automotive Inc</div> <div>PINS</div> </div>	<div> <div>Pizza Chains</div> <div>DPZ, PZZA</div> </div>	<div> <div>Planet Fitness</div> <div>PLNT</div> </div>	<div> <div>Procter & Gamble Co</div> <div>LYFT, UBER</div> </div>	<div> <div>Public Storage</div> <div>W</div> </div>	<div> <div>Roblox</div> <div>RBLX</div> </div>
<div> <div>Peloton</div> <div>PTON</div> </div>	<div> <div>Penumbra</div> <div>PEN</div> </div>	<div> <div>PepsiCo Inc</div> <div>CPRT, IAA</div> </div>	<div> <div>Petco Health & Wellness Co Inc</div> <div>SE</div> </div>	<div> <div>Pinduoduo</div> <div>PDD</div> </div>	<div> <div>Pinterest</div> <div>PINS</div> </div>	<div> <div>Pizza Chains</div> <div>DPZ, PZZA</div> </div>	<div> <div>Planet Fitness</div> <div>PLNT</div> </div>	<div> <div>Procter & Gamble Co</div> <div>LYFT, UBER</div> </div>	<div> <div>Public Storage</div> <div>W</div> </div>
<div> <div>Purple Innovation Inc</div> <div>ROKU</div> </div>	<div> <div>RPM International Inc</div> <div>CPRT, IAA</div> </div>	<div> <div>Redfin</div> <div>RDFN</div> </div>	<div> <div>Rental Cars</div> <div>CAR, HTZ</div> </div>	<div> <div>Restaurant Industry Tracker</div> <div>BLMN, EAT, CAVA, CAKE, CMG, CBRL, DRI, DIN, DPZ, BROS, MCD, PZZA, PTLO, QSR, SHAK, SBUX, SG, TXRH, WEN, WING, YUM</div> </div>	<div> <div>Ridesharing</div> <div>LYFT, UBER</div> </div>	<div> <div>Roblox</div> <div>RBLX</div> </div>	<div> <div>Roku Inc</div> <div>ROKU</div> </div>	<div> <div>Ross Stores Inc</div> <div>SE</div> </div>	<div> <div>Salvage Auctions</div> <div>CPRT, IAA</div> </div>
<div> <div>Spotify Technology SA</div> <div>CMCSA, DIS, NFLX, PARA, WBD</div> </div>	<div> <div>Starbucks Corp</div> <div>SBUX</div> </div>	<div> <div>Streaming Video</div> <div>CMCSA, DIS, NFLX, PARA, WBD</div> </div>	<div> <div>Stryker Corp</div> <div>SYK</div> </div>	<div> <div>TJX Companies Inc</div> <div>AMD, INTC, NVDA</div> </div>	<div> <div>Take-Two Interactive Software Inc</div> <div>AMD, INTC, NVDA</div> </div>	<div> <div>Target</div> <div>TGT</div> </div>	<div> <div>Tempur Sealy International Inc</div> <div>AMD, INTC, NVDA</div> </div>	<div> <div>Tempur-Pedic International Inc</div> <div>AMD, INTC, NVDA</div> </div>	<div> <div>Temu</div> <div>TEMU</div> </div>
<div> <div>Tencent Music and NetEase Cloud Music</div> <div>Cloud Village (9899.HK), TME</div> </div>	<div> <div>Terumo Medical Corporation</div> <div>Cloud Village (9899.HK), TME</div> </div>	<div> <div>Tesla</div> <div>TSLA</div> </div>	<div> <div>The Gap Inc</div> <div>Cloud Village (9899.HK), TME</div> </div>	<div> <div>TikTok</div> <div>TikTok</div> </div>	<div> <div>Tmall Brands</div> <div>BABA</div> </div>	<div> <div>Toast</div> <div>TOST</div> </div>	<div> <div>Tokopedia</div> <div>Tokopedia</div> </div>	<div> <div>Toll Brothers Inc</div> <div>Cloud Village (9899.HK), TME</div> </div>	<div> <div>Travel OTAs</div> <div>BKNG, EXPE</div> </div>
<div> <div>U.S. Consumer Spend Insights</div> <div>ATVI, EA, TTWO, UBI</div> </div>	<div> <div>U.S. Food Delivery</div> <div>DASH, JET.L, UBER</div> </div>	<div> <div>U.S. Real Estate (Macro)</div> <div>ATVI, EA, TTWO, UBI</div> </div>	<div> <div>U.S. Retail Promotions Tracker</div> <div>ATVI, EA, TTWO, UBI</div> </div>	<div> <div>U.S. Video Games</div> <div>ATVI, EA, TTWO, UBI</div> </div>	<div> <div>U.S. Wage Insights</div> <div>ATVI, EA, TTWO, UBI</div> </div>	<div> <div>U.S. Consumer Feed</div> <div>ATVI, EA, TTWO, UBI</div> </div>	<div> <div>U.S. Consumer Spend Insights</div> <div>ATVI, EA, TTWO, UBI</div> </div>	<div> <div>U.S. Food Delivery</div> <div>DASH, JET.L, UBER</div> </div>	<div> <div>U.S. Real Estate (Macro)</div> <div>ATVI, EA, TTWO, UBI</div> </div>
<div> <div>Uber Technologies Inc</div> <div>UPST</div> </div>	<div> <div>Ulta Beauty Inc</div> <div>ULTA</div> </div>	<div> <div>Upstart</div> <div>UPST</div> </div>	<div> <div>VF Corp</div> <div>MTN</div> </div>	<div> <div>Vail Resorts</div> <div>MTN</div> </div>	<div> <div>Victoria's Secret & Co</div> <div>WMT</div> </div>	<div> <div>Walmart Retail</div> <div>WMT</div> </div>	<div> <div>Warner Bros. Discovery Inc</div> <div>W</div> </div>	<div> <div>Wayfair</div> <div>W</div> </div>	<div> <div>Waymo LLC</div> <div>W</div> </div>
<div> <div>Wellness Pet Co</div> <div>WIX</div> </div>	<div> <div>Whirlpool Corp</div> <div>WIX</div> </div>	<div> <div>Williams-Sonoma Inc</div> <div>WIX</div> </div>	<div> <div>Wingstop Inc</div> <div>WIX</div> </div>	<div> <div>Wix</div> <div>WIX</div> </div>	<div> <div>ZTO Express (Cayman) Inc</div> <div>ZAL</div> </div>	<div> <div>Zalando</div> <div>ZAL</div> </div>	<div> <div>Zimmer Biomet</div> <div>ZBH</div> </div>	<div> <div>Zinus Inc</div> <div>ZBH</div> </div>	<div> <div>Zoetis Inc</div> <div>ZBH</div> </div>
<div> <div>e.l.f. Beauty Inc</div> <div>ZBH</div> </div>	<div> <div>Whirlpool Corp</div> <div>ZBH</div> </div>	<div> <div>Williams-Sonoma Inc</div> <div>ZBH</div> </div>	<div> <div>Wingstop Inc</div> <div>ZBH</div> </div>	<div> <div>Wix</div> <div>ZBH</div> </div>	<div> <div>ZTO Express (Cayman) Inc</div> <div>ZBH</div> </div>	<div> <div>Zalando</div> <div>ZBH</div> </div>	<div> <div>Zimmer Biomet</div> <div>ZBH</div> </div>	<div> <div>Zinus Inc</div> <div>ZBH</div> </div>	<div> <div>Zoetis Inc</div> <div>ZBH</div> </div>
<div> <div>e.l.f. Beauty Inc</div> <div>ZBH</div> </div>	<div> <div>Whirlpool Corp</div> <div>ZBH</div> </div>	<div> <div>Williams-Sonoma Inc</div> <div>ZBH</div> </div>	<div> <div>Wingstop Inc</div> <div>ZBH</div> </div>	<div> <div>Wix</div> <div>ZBH</div> </div>	<div> <div>ZTO Express (Cayman) Inc</div> <div>ZBH</div> </div>	<div> <div>Zalando</div> <div>ZBH</div> </div>	<div> <div>Zimmer Biomet</div> <div>ZBH</div> </div>	<div> <div>Zinus Inc</div> <div>ZBH</div> </div>	<div> <div>Zoetis Inc</div> <div>ZBH</div> </div>

Coverage Summary



Our Products

Companies We Cover

<div>Abbott Laboratories</div> <div>ABT</div>	<div>Activision Blizzard</div> <div>ATVI</div>	<div>Adobe Inc.</div> <div>ADBE</div>	<div>Advanced Micro Devices</div> <div>AMD</div>	<div>Affirm</div> <div>AFRM</div>	<div>Afterpay</div> <div>APT.AX</div>	<div>Airbnb</div> <div>ABNB</div>	<div>Alibaba</div> <div>BABA</div>	<div>Alphabet</div> <div>GOOGL</div>	<div>Amazon</div> <div>AMZN</div>	<div>Apple</div> <div>AAPL</div>	<div>AtriCure Inc</div> <div>ATRC</div>
<div>Auto Trader</div> <div>AUTO.L</div>	<div>Avis</div> <div>CAR</div>	<div>BILL.com</div> <div>BILL</div>	<div>BevMo!</div> <div></div>	<div>Beyond Meat</div> <div>BYND</div>	<div>Block</div> <div>SQ</div>	<div>Bloomin' Brands</div> <div>BLMN</div>	<div>Booking Holdings</div> <div>BKNG</div>	<div>Boston Scientific</div> <div>BSX</div>	<div>Brinker International</div> <div>EAT</div>	<div>Bumble</div> <div>BMBL</div>	<div>CAVA</div> <div>CAVA</div>
<div>Caesars Entertainment</div> <div>CZR</div>	<div>CarGurus</div> <div>CARG</div>	<div>CarMax</div> <div>KMX</div>	<div>Carvana</div> <div>CVNA</div>	<div>Cheesecake Factory</div> <div>CAKE</div>	<div>Chewy</div> <div>CHWY</div>	<div>Chipotle Mexican Grill</div> <div>CMG</div>	<div>Cloud Village</div> <div>Cloud Village (9899.HK)</div>	<div>Coinbase</div> <div>COIN</div>	<div>Comcast</div> <div>CMCSA</div>	<div>Copart</div> <div>CPRT</div>	<div>Coupan</div> <div>CPNG</div>

APAC

The APAC package delivers recurring, timely, and in-depth research and data-driven insights for companies operating across E-commerce, Internet, and Consumer sectors in Asia, with detailed coverage of both China and Asia Ex-China markets.

BABA

Asahi Intecc Medical

China Express Shipping

**China Food & Beverage and Infant Milk
Formula**

China Mobile Games

China Short-Form Video

CPNG

Delivery Hero

GRAB

H World Group Ltd

JD

Kuaishou Brand Merchants

Mercari (4385.T)

PDD Holdings Inc.

PDD

SE

Shein

TEMU

Tencent Music and NetEase Cloud Music

Terumo Medical Corporation

TikTok

Tmall Brands

Tokopedia

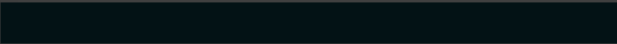
ZTO Express (Cayman) Inc

Coverage Summary

MedTech

The MedTech Package delivers unparalleled insights across 21+ MedTech tickers with in-depth analyses and market share tracking. Leveraging exclusive datasets and timely research, this package provides product-level granularity, segment-level visibility, and key metrics for understanding U.S. hospital purchase dynamics and market trends.

ABT	ATRC	AxoGen Inc
BSX	EW	NARI
Inspire Medical Systems Inc	ISRG	JNJ
MDT	MMSI	Paragon 28 Inc
PEN	SYK	ZBH



Consumer Goods

Consumer Services

The Consumer Services Package delivers actionable intelligence on Food & Grocery Delivery, Ridesharing, Online Travel, Leisure, Auto Retailers & Services, and Real Estate. Through robust datasets and in-depth research, we provide top-line metrics and granular visibility into the drivers shaping these industries. This package integrates diverse data sources, including webscraped data, email receipts, credit card panels, and app usage data, offering unparalleled insights for decision-making.

ABNB**Booking Holdings Inc****KMX****Deliveroo PLC****Enterprise Holdings Inc****Flutter Entertainment PLC****Hertz Global Holdings Inc****Just Eat Takeaway.com****MGM Resorts International****PTON****RDFN****Uber Technologies Inc****Auto Trader Group PLC****Caesars Entertainment Inc****CVNA****DoorDash Inc****Expedia Group Inc****Grubhub****IAA Inc****Lennar Corp****National Association of Realtors Existing
Home Sales****PLNT****TSLA****MTN****Avis Budget Group Inc****CarGurus Inc****Copart Inc****DraftKings Inc****Extra Space Storage Inc****HFG.F****CART****Lyft Inc****OPEN****Public Storage****Toll Brothers Inc****Waymo LLC**

Coverage Summary

Software

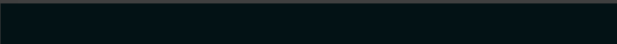
The Software Package delivers comprehensive insights into key performance indicators (KPIs), granular drivers, and market dynamics across the software sector. Leveraging diverse datasets, including proprietary Spendhound data, this package offers unparalleled visibility into software adoption, spending trends, and competitive positioning.

ADBE	BILL	Companies focused on generative AI
DDOG	GDDY	HUBS
INTU	WIX	

Media & Internet

Cloud

Edison Data Feed



Consumer Goods

Coverage Summary

Financial Services

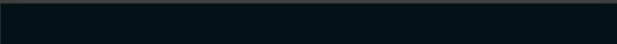
The Financial Services Package provides comprehensive insights into key performance indicators (KPIs), granular drivers, and market dynamics across the financial technology sector. Leveraging diverse datasets, this package offers unique visibility into payment trends, credit activity, and fintech adoption patterns.

AFRM	BNPL	SQ
COIN	HOOD	Klarna Bank AB
PYPL	TOST	UPST

Media & Internet

Cloud

Edison Data Feed



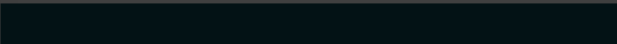
Consumer Goods

Coverage Summary

E-commerce

The E-commerce Package delivers regular research and data insights covering KPI tracking, granular drivers, and market dynamics for leading companies in the E-commerce sector. Leveraging a diverse range of datasets, including webscraped data, email and consumer receipt data, multiple credit card panels, and app usage data, this package offers a comprehensive view of the evolving E-commerce landscape.

Amazon Retail	CHWY	EBAY
ETSY	MGLU	MELI
SHOP	W	



Consumer Goods

Media & Internet

The Media & Internet Package delivers regular research and data insights covering KPI tracking, granular drivers, and market dynamics for leading companies in the Media and Internet sector. Utilizing diverse datasets—including webscraped data, email receipt data, clickstream data, ad spend data, multiple credit card panels, and app usage data—this package provides unparalleled visibility into the performance and trends shaping the industry.

Activision Blizzard Inc

GOOGL

AAPL

Bumble Inc

Comcast Corporation

DUOL

Electronic Arts Inc

Match Group Inc

META

Netflix Inc

Paramount Global

PINS

RBLX

ROKU

Spotify Technology SA

Take-Two Interactive Software Inc

NYT

The Walt Disney Company

Warner Bros. Discovery Inc

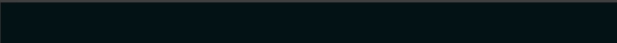
Consumer Goods

Coverage Summary

Cloud

The Cloud Package delivers recurring research and data insights, offering comprehensive visibility into KPI tracking, granular growth drivers, and market dynamics for companies in the hyperscale Cloud sector. Powered by our exclusive cloud dataset—featuring billions of rows and of customer spend—this package provides detailed coverage of metrics like revenue, customer spending, usage levels, discounting, and pricing, to monitor the performance of cloud service providers and hyperscaler market share for select semiconductor companies. Additionally, our quarterly Spot Instance Report leverages web-scraped data to track compute pricing, discounting trends, and compute availability with an emphasis on GPUs in the cloud.

AMD	Amazon Web Services (AWS)	Google Cloud
Intel	Microsoft Azure	NVIDIA



Consumer Goods

Coverage Summary

Edison Data Feed

**Edison
Data Feed**

APAC

Consumer Services

Software

E-commerce

Media & Internet

Cloud

Edison Data Feed

Consumer Goods

Our Products

Companies We Cover

Consumer Goods

The Consumer Goods Package provides unparalleled visibility into brand and retailer performance through top-line estimates, sell-through analysis, and category-level insights. Covering over 50,000 brands mapped to more than 500 public tickers, this package integrates diverse datasets to deliver actionable intelligence across 20+ key retailers, spanning both in-store and online channels.

Illinois Tool Works Inc

Amer Sports

B&M European Value Retail SA

Carter's Inc

Clorox Co

Crocs Inc

Dollar Tree Inc

Five Below Inc

Freshpet Inc

Home Depot Inc

Kering SA

L'Oréal SA

Lowe's Companies Inc

MCD

Nike Inc

Abercrombie & Fitch Co

American Eagle Outfitters Inc

Bath & Body Works Inc

Cava Group Inc

Coca-Cola Co

Deckers Outdoor Corp

Domino's Pizza Inc

Floor & Decor Holdings Inc

Goodyear Tire & Rubber Co

Industria de Diseño Textil SA (Inditex)

Keurig Dr Pepper Inc

LVMH Moët Hennessy Louis Vuitton SE

LULU

Michelin Group

Nintendo

Advance Auto Parts Inc

AutoZone Inc

Best Buy Co Inc

CMG

Coty Inc

Dollar General Corp

Elanco Animal Health Inc

Fortune Brands Innovations Inc

Hanesbrands Inc

Kenvue Inc

Kingfisher plc

Levi Strauss & Co

Masco Corp

Nestlé SA

On Holding AG

Carter's Inc	Cava Group Inc	CMG
Clorox Co	Coca-Cola Co	Coty Inc
Crocs Inc	Deckers Outdoor Corp	Dollar General Corp
Dollar Tree Inc	Domino's Pizza Inc	Elanco Animal Health Inc
Five Below Inc	Floor & Decor Holdings Inc	Fortune Brands Innovations Inc
Freshpet Inc	Goodyear Tire & Rubber Co	Hanesbrands Inc
Home Depot Inc	Industria de Diseño Textil SA (Inditex)	Kenvue Inc
Kering SA	Keurig Dr Pepper Inc	Kingfisher plc
L'Oréal SA	LVMH Moët Hennessy Louis Vuitton SE	Levi Strauss & Co
Lowe's Companies Inc	LULU	Masco Corp
MCD	Michelin Group	Nestlé SA
Nike Inc	Nintendo	On Holding AG
O'Reilly Automotive Inc	PepsiCo Inc	Petco Health & Wellness Co Inc
Procter & Gamble Co	Purple Innovation Inc	RPM International Inc
ROKU	Ross Stores Inc	Skechers USA Inc
Sonos Inc	Sony Group Corp	SBUX
TJX Companies Inc	TGT	Tempur Sealy International Inc
Tempur-Pedic International Inc	The Gap Inc	ULTA
VF Corp	Victoria's Secret & Co	WMT
Wellness Pet Co	Whirlpool Corp	Williams-Sonoma Inc
Wingstop Inc	ZAL	Zinus Inc

EXHIBIT B

May 13, 2024

Bill.com Launch Webcast

Join YipitData's Nick Shields and Grace Kim, on May 21, 2024 at 12:00 PM ET for a deep dive into our newest research product covering BILL.

The team will discuss:

- BILL Standalone TPV Trends
- Backtest and Historical Accuracy
- Potential Future Analyses

Having trouble registering? Please email us at insights@yipitdata.com.

Register

Register

Speakers



Nick Shields | Product Expert Manager



Grace Kim | Research Analyst

< FaraPulse Deep Dive and Cardiac Ablation Market Insights Webcast

EW and TAVR Market Webcast >

yipitDATA

Your trusted source in data

About

Careers

Insights

Press

Contact Us

Employment Verification

Accessibility

Privacy Notice

CA Notice at Collection

Disclaimer

Do Not Sell or Share My

Personal Information



YipitData is not a registered investment adviser, and we do not sell any securities. In sharing this information with you, we are not marketing the sale or purchase of securities. Copyright © 2024 YipitData

EXHIBIT C

G2's Best SaaS Spend Management Software of 2025 - completely free

Ace your vendor renewals and save time and money across your tech stack. Enjoy every feature with no upsells ever.

- ✓ 100% free forever, seriously
- ✓ Fully automated vendor visibility
- ✓ Get onboarded in under 15 minutes

 No credit card needed, ever. ★★★★★ 4.8 of 5 G2 Rating



Attend a demo within the next week, get a \$100 Amazon gift card

First Name *

Richard

Last Name *

Hendricks

Business Email *

richard@piedpiper.com

Phone *

(###) ###-####

Company *

Pied Piper

Book a demo

Trusted by over 500 Finance, Procurement, and IT teams

S...|

Kit



BLOCKDAEMON

 **sigma**

bevi

sumo logic

**GLOBAL
CITIZEN**

Get the best price on software renewals

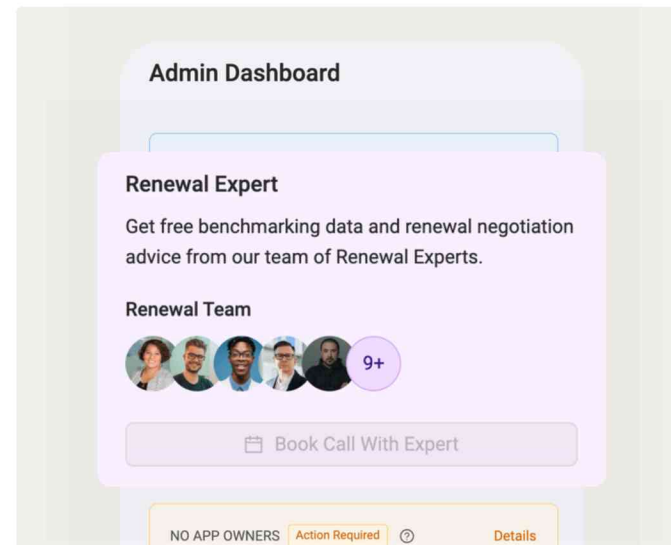
With SpendHound, you get peace of mind you're getting the best pricing - all with no cost to you. You keep 100% of the savings.



Automated Insights & Savings

Stop manually updating spreadsheets and view upcoming renewals, underused licenses, and redundant vendors.

Never miss an opt-out period and get ahead on your renewals with automated email and Slack notifications



Pricing Benchmarks

Discover how your price compares and say goodbye to overpaying with our comprehensive vendor playbooks.



Negotiation Support

On-demand access (calls, emails, and Slack) with our renewal experts who have negotiated thousands of software renewals.



Contract Storage

Store all your contracts in one convenient place, not disjointed drives and desktops across your organization

What our users have to say





"What surprised me most is that SpendHound is free—it's rare to find such a valuable tool without a price tag, and it's made a big difference for us."



Anthony Wakim
Head of Finance @ Kit



"Before SpendHound, we were in the dark ages—manually tracking contracts with Google Sheets, missing renewal dates, and wasting time."



Eric Lesser
CFO @ Sealed



"The setup was smooth and... The platform was easy to use... tools, and we were able to... seamlessly."



James Supple
Financial Controller

SpendHound compared to others

There are lots of renewal management tools on the market. Here's how SpendHound stacks up:

	SpendHound	Vendr, Tropic, Vertice, and other similar platforms
Price	Free	\$10,000 - \$155,000/yr
Negotiation resources Buyer guides, playbooks, and negotiation scripts	Free	Starting at \$10,000 - \$35,000/yr
Pricing benchmarks Get transparent pricing by knowing what other companies have paid for the same software	Free	Starting at \$10,000 - \$35,000/yr
Live negotiation support		

Get set up in 15 minutes, not 15 days

Getting started with SpendHound is easier than you think

1. Book a demo

G2 just named SpendHound the #1 SaaS Spend Management software of 2025! [Check out the full list on G2.](#) 🇺🇸

call - no intense sales pitch, SpendHound is free.



[Home](#)

[About](#)

[Careers](#)

[Case Studies](#)

WED

THU

[Sign in](#)

2. Sign up and integrate your ERP

3. Start saving



30
Oct

31
Oct

01
Nov

Central Daylight Time (10:45 AM) ▾

3:30 PM

4:00 P

FAQs

Have a burning question not mentioned here?

Book a demo using the form above or message us at info@spendhound.com

How does SpendHound make money if it's free?



We operate a give-to-get model, like the model Nielsen uses to calculate TV ratings or Pave uses for compensation benchmarking.

We offer SpendHound for free in exchange for the ability to use the de-identified and aggregated spend data for benchmarking (for you to use!) and market insights.

We're backed by YipitData, who will use the aggregated and de-identified data to write research reports on the performance of public companies and market trends (who is growing, who is shrinking, who is taking market share etc).

How does SpendHound help save money?



We provide visibility into vendor usage, helping you identify underutilized tools and avoid unnecessary renewals. We also help you negotiate better contracts by leveraging benchmarking data from 100s of other companies.

Is SpendHound secure?



Yes, we recently earned our SOC 2 Type 2 certification. You can view all of our security practices in our **Vanta trust center**.

How is SpendHound different from other renewal management tools?



SpendHound is completely, forever free.

We offer features similar to those of paid tools like Vendr, Tropic, and Vertice, but thanks to our business model (mentioned above), we don't need to charge you anything.

How easy is it to get started with SpendHound?



The process is pretty simple.

1. Request more information above

[Case 1:24-cv-07854-JGK](#) [Document 137](#) [Filed 03/07/25](#) [Page 33 of 44](#)

2. We host a quick 30-min demo to show you around the platform

3. Integration to your ERP takes at most, 15 minutes!

What tools do you integrate with?



We can integrate with a variety of finance, procurement, and business tools, to streamline your workflow and provide a complete picture of your spend.

At minimum, we need to integrate with your ERP to populate your dashboard. We currently integrate with:

- NetSuite
- QuickBooks Online
- Sage Intacct
- Xero
- Microsoft Dynamics 365 Business Central

Sign up for the newsletter

Receive benchmarking insights, event invites, product news, and more every other Thursday.

Company

About

Case Studies

Careers

Sign in

Legal & Security

Trust Center

Terms of Service

Privacy Notice

Do Not Sell or Share

My Personal Information

Contact

90 5th Avenue

11th Floor

New York, NY 10011

EXHIBIT D

Oct 12, 2023

Top Five Uses of Email Receipt Data for Long-Term Investors

Why email receipt data?

Email receipt data is often the most helpful type of alternative data for long-term investors. It offers unparalleled granularity, usually down to the item level, and the ability to track users through their entire customer lifecycle. This type of analysis is key to supporting the deepest investment thesis.

What is email receipt data?

Generated from access to a panel of de-identified / pseudonymized user inboxes – our first-party Edison email receipt panel is composed of over 1 million users. Once in the panel, a user's historical purchases can be accessed, as well as any future purchases while that user remains in the panel. The data can be parsed at order level – inclusive of details such as order total, tax, and discounts, but can also be broken down into the items that comprise an order, with item names, prices and quantities.

How are long-term investors currently using email receipt data?

Email receipt data produces the deepest and most differentiated analysis for long-term investors. Key use cases include:

- **Cohort Analysis** – Customers can be partitioned into cohorts using first purchase dates and other metrics, and then followed through their entire life cycle across metrics like retention and spend. Long-term investors use this data to compare cohort quality over time and model customer lifetime value.
- **Basket Size and Pricing** – Companies often disclose average order values, but offer limited information on their drivers. Email receipt data can decompose the drivers of AOV and give insights into whether customers are building larger baskets or if pricing and/or mix shifts are the key drivers.
- **Competition** – User purchasing behaviors can be observed over a number of different merchants, offering insights on cross shop and share shifts in real time.
- **Strategic Initiative Tracking** – Item level granularity gives the opportunity to track sales and attach rates of key products or services. User demographics data can also validate management efforts to capture additional addressable markets across age, gender, and incomes.
- **Promotions and Loyalty Tracking** – Order level discounts, and in certain cases participation in loyalty programs, can be parsed from email receipts, answering key questions on promotional intensity and customer stickiness.

The versatility to cover a number of narratives, ranging from unit economics to competition, make this data incremental to any long term investment process. To learn more about how YipitData is helping long-term investors, click [here](#).



Your trusted source in data

90 5th Ave,
11th FL New York,
NY 10011

About

Careers

Insights

Press

Contact Us

Employment Verification

Accessibility

Privacy Notice

CA Notice at Collection

Disclaimer

Do Not Sell or Share My Personal Information



EXHIBIT E



We analyze billions of data points every day to provide accurate, timely insights on 1,000+ companies

Speak to Our Team

TRUSTED BY

GER

FANDUEL

lyft

at home
The Home Décor Superstore

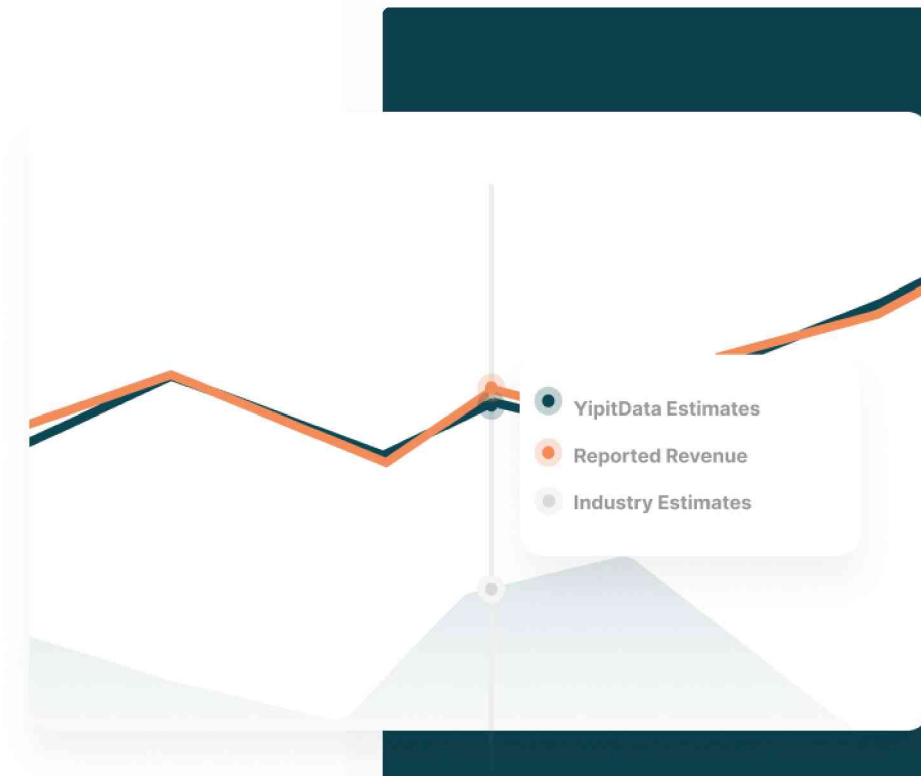
Scotts
Miracle-Gro

TRAERGER

FANDUEL

Have Confidence in Actionable Data

We answer key questions on companies to help investors make smarter decisions and help companies to increase share, sales, and customers



Unmatched Accuracy

10 years of experience combined with large sample sizes create scale for unmatched accuracy

Near **Real-Time** data delivery

Transparent methodologies and sample sizes

YOUR SINGLE SOURCE OF TRUTH

The YipitData Difference

y indicates proprietary data source or proprietary methodology



RECEIPT DATA

Item and category level data for retailers and brands



CARD DATA

Full order level retailer coverage supported by robust sample



WEB DATA

Cutting-edge web data collected from numerous sites across industries



PUBLIC EARNINGS

Results calibrated to company-reported earnings through transparent self-audits



40+ DATASETS

Ongoing acquisition of diverse datasets for maximum client value

yipitDATA

Accurate Data You Can Trust

In Depth Views on Business Performance

[Investors](#)[Companies](#)



Gain transparency into the building blocks of company performance with access to accurate timely data in the format that best suits your process.

See Our Coverage →



Research & Analysis

Get detailed analysis from top-line to in-depth business performance.



Dashboards

View KPIs and granular datasets through our platform of dashboards.



Data Feeds

Gain access to the underlying data feeds that power YipitData.

Largest & Most Trusted Data Partner

We provide funds and companies with the data they need to make decisions

2000+

500+



BACKED BY THE BEST

Carlyle Group Leads 475M Series E

YipitData announced a Series E funding round, led by global investment firm Carlyle (NASDAQ: CG). YipitData has gained rapid momentum among institutional investors and corporations with its highly accurate, detailed research

[Read More](#)

Need a data partner you trust?

Speak to Our Team

yipitDATA

Your trusted source in data

90 5th Ave,
11th FL New York,
NY 10011

[About](#)

[Careers](#)

[Insights](#)

[Press](#)

[Contact Us](#)

[Employment Verification](#)

[Accessibility](#)

[Privacy Notice](#)

[CA Notice at Collection](#)

[Disclaimer](#)

[Do Not Sell or Share My Personal
Information](#)



YipitData is not a registered investment adviser, and we do not sell any securities. In sharing this information with you, we are not marketing the sale or purchase of securities. Copyright © 2024 YipitData